



BMW 3 Series
Coupé



Sheer
Driving Pleasure

www.bmw.com

THE BMW 3 SERIES COUPÉ.

JOY DEFINES THE IDEAL LINE.

BMW EfficientDynamics

Less emissions. More driving pleasure.

International version. Please contact your local dealer for country specific information.



**ALWAYS LOOKING FOR
THAT PERFECT MOMENT.**

Perfect moments are rare. That's what makes them so precious. It's hard to describe that feeling when everything's right. It's something one has to experience. It's the same with the BMW 3 Series Coupé. An embodiment of timeless beauty, this automobile makes its mark with efficient engines, sporty looks and a fascinating headlight design. It epitomises sheer dynamism and elegance. Discover the BMW 3 Series Coupé and see for yourself how you can make that perfect moment a permanent part of your life.



The BMW 3 Series Coupé

**JOY FINDS
THE PERFECT MOMENT.**

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Dynamism in its most perfect form.

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Editorial

A MODEL ATHLETE.

Speed, dynamism and stamina – the Coupé is the athlete within the BMW 3 Series family.

In athletics, it is not the strongest, biggest and heaviest competitor who wins. To reach the top, you need a combination of technique, power and endurance.

This is where the BMW 3 Series Coupé excels. BMW engineers scrutinise its body-mass index more than that of any other BMW 3 Series. A balanced front-rear weight distribution and powerful engines are equally high priorities. Having an equal amount of weight on the front and rear axles ensures precise cornering. Powerful, responsive engines make for exhilarating acceleration. The BMW 335i Coupé is a prime example, demonstrating in the most impressive manner how a high power output can be combined with a remarkably low fuel consumption, thanks to the winning combination of a BMW TwinPower Turbo six-cylinder in-line petrol unit and High Precision Injection. The engine is the heart of every BMW. Engine design is at the centre of the entire BMW EfficientDynamics strategy, optimising the transformation of fuel into driving enjoyment. This is an experience that can be savoured every day in the BMW 3 Series Coupé.





The design of the BMW 3 Series Coupé makes every heart beat faster. With its expressive front and rear aprons, side skirts and the typical BMW kidney grille. The LED lights harmonise perfectly with the design. The entire vehicle simply radiates joy. In this way, the BMW 3 Series Coupé makes a visual promise of sheer driving pleasure. And as you might have expected, this is exactly what this BMW delivers.

**JOY AT
FIRST SIGHT.**



More driving pleasure combined with reduced fuel consumption – courtesy of BMW EfficientDynamics. Continuous improvement of this multi-award-winning technology package has resulted in the development of engines for the BMW 3 Series Coupé that are among the best in their class, realising the dream of high power output combined with low fuel consumption. It is the use of perfectly matched technologies that makes such achievements possible. Over the past two model generations, the fuel consumption of the European BMW new-vehicle fleet has been lowered by more than a quarter. At the same time, driving performance has significantly increased. Which is why there are well over two million vehicles with BMW EfficientDynamics on the road – combining joy with responsibility.

www.bmw.com/EfficientDynamics

BMW EfficientDynamics
Less emissions. More driving pleasure.



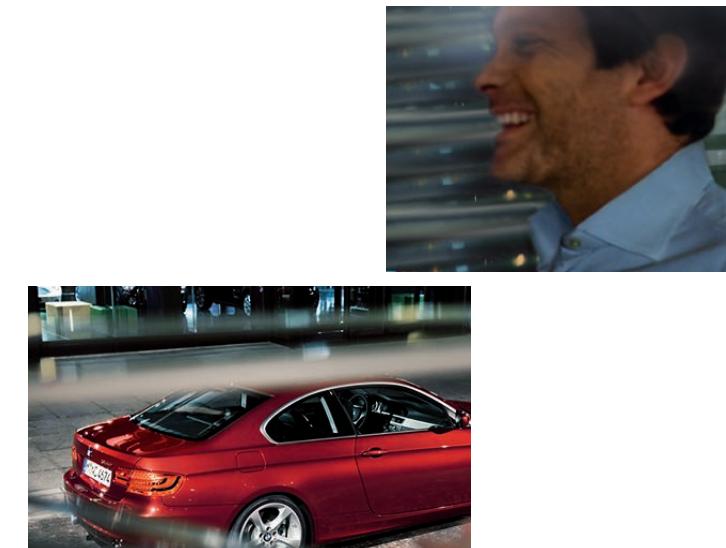
**THE MOST SUSTAINABLE COMBINATION
OF EFFICIENCY AND DYNAMIC ABILITY.**

SEE THE ROAD
IN A NEW LIGHT.



How to turn seeing and being seen into a real joy: the headlight design of the BMW 3 Series Coupé is just as impressive as that of the taillights. The Xenon Headlights feature optional LED elements, while the taillights include LED elements as standard. Four brilliant white light rings lend the daytime running lights an unmistakable look, making the BMW 3 Series Coupé stand out against the competition. In this way, innovative lighting technology maximises driving enjoyment – day and night.

www.bmw.com/3seriescoupe



The most important prerequisite for an exhilarating drive is superior roadholding. This is why the lightweight chassis has been perfectly matched to the engine. For an even sportier drive, the BMW 335i Coupé is optionally also available with a seven-speed sport automatic transmission with double clutch, enabling gearshifts without any interruption of power, for significantly faster acceleration. The way all the systems have been coordinated with each other is something you feel immediately – in the precision of the optional Active Steering, the sporty handling, the optimised vibration comfort and above all the direct road feedback. So there is nothing to distract you from your BMW driving enjoyment.



AESTHETIC LOOKS.
ATHLETIC PERFORMANCE.





RECOGNISING A TIMELESS DESIGN ONLY TAKES A SPLIT SECOND.

Sporting elegance defines the exterior of the BMW 3 Series Coupé. It begins with the characteristic kidney grille, the short overhangs and the elongated bonnet. Everything about this vehicle epitomises pure driving enjoyment, creating a design of timeless beauty. The low roof line and the distinctive shoulder line find their conclusion in the stylish tail. Powerfully sculpted surfaces and elegant contours combine to create typical BMW dynamism.

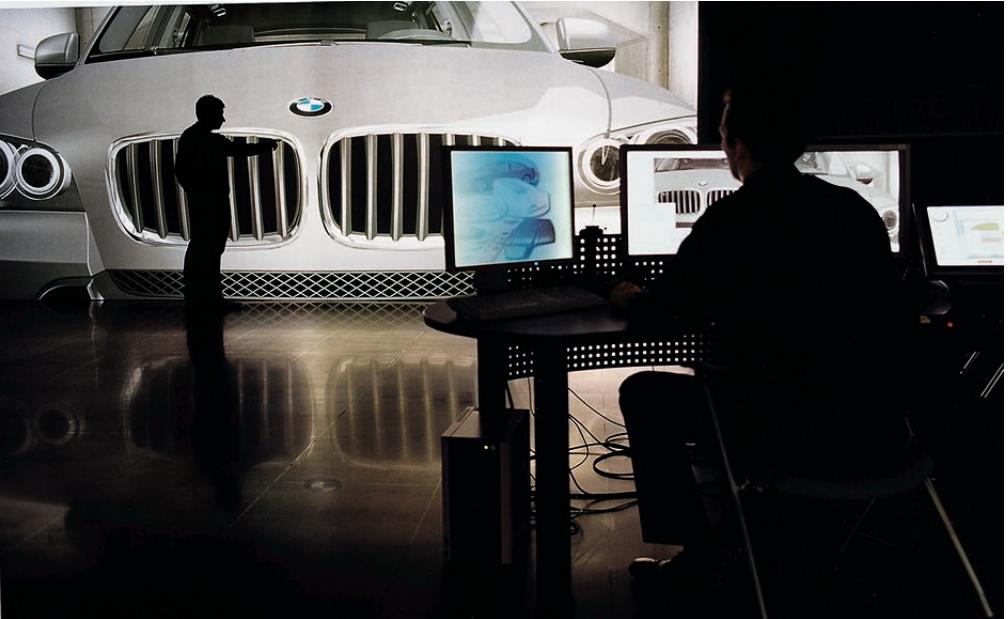




**SAFETY – EXCITING AND REASSURING
AT THE SAME TIME.**



Perhaps the best thing about driving the BMW 3 Series Coupé is the feeling of relaxation it engenders – the proverbial driving pleasure. It is not just the supremely stiff occupant cell that will make you feel reassuringly safe. A comprehensive airbag system and active headrests do their part to allow you to enjoy carefree driving: on the safe side of the road.



EXPERIENCE TOMORROW, TODAY.

To create the perfect automobile, BMW designers and engineers do much of their work in a computer-generated virtual reality. This enables early design verification, shortening development cycles and saving resources.

The future automobile can be viewed from any perspective. You can zoom in and out, and turn the car in any direction. You can open the doors, or look under the bonnet. You can even get in and take a seat. But this automobile, as convincing as it may look, is not made of metal and plastic – it consists of data, an unimaginably huge amount of data, converted into spatial images by high-performance computers. They feel as real as reality, even though they are only a simulation. Virtual Reality (VR) is the watchword of today's automotive engineers. In the past, it was necessary to create several prototypes in order to test various modules. Today, designers, developers and product engineers in the BMW Research and Innovation Centre work on a single digital model which they optimise on screen. This protects the environment, lowers costs and shortens the development cycle.

The projection screen (top) shows, with millimetre precision, what the future automobile will look like. Details can be enlarged to any desired magnification.

In addition VR enables the early assessment of design alternatives. Each design can be visually represented, evaluated and compared. A 3D model is generated based on the design. To do this, the computer subdivides the vehicle into tiny triangles, or polygons, placing over the design a virtual grid which describes the car's geometry.

In this virtual world, designers and engineers can view the future automobile and can move around in it. In the so-called CAVE (Cave Automated Virtual Environment) the observer, sitting on a car seat, is surrounded by walls that have real-time moving images projected onto them. In this way, the viewer gains the realistic impression of a cockpit with all its switches, displays and a natural landscape surrounding the car. A radio signal provided by special 3D glasses tells the computers what the person is currently looking at, and a data glove enables them to operate the car's controls. This allows verification of the cockpit's layout and ergonomics. The software is so clever that it even displays light reflections in the car's windows and the quality of the materials. In this way, the designers can enjoy their first test drive before the first prototype is built.

Despite its amazing degree of realism, virtual reality is only one tool in the design and development of a new automobile. It is no substitute for creativity, experience and intuition. Even today, every automobile design begins with a sketch – still the quickest way to visualise an idea. And of course the designer also has to be able to see and work on a full-scale clay model, to get a sense for the feel of the design and to be able to develop and perfect the unmistakable character of every new BMW. The computer has simplified and accelerated much in the design process, but for a final understanding designers still need to be able to touch and feel the actual design in the form of a physical model.



How to turn the two dimensions of a screen display into three: in the so-called CAVE (below) the driver feels as though they were actually sitting in a car and driving through a landscape. In this way, the cockpit ergonomics for example can be tested.



DEFINED BY HIGH-QUALITY MATERIALS. CREATED FOR DISCERNING DRIVERS.

In the BMW 3 Series Coupé, you benefit from a very exclusive environment, wherever you go. The vehicle interior is defined by quality materials and superior workmanship. And you can choose from a wide variety of special equipment. If you enjoy fast corners, for example, the optional sport seats¹ will provide you with optimum lateral support.



¹ Sport seats only available in conjunction with optional upholstery.



Navigation has never been so easy. In conjunction with one of the optional navigation systems, the BMW 3 Series Coupé comes with iDrive. This handles for example the control of all entertainment and communication functions and sets new standards in operating comfort. It's a level of comfort that applies to everything in this cockpit, which is all about ergonomic design and intuitive operation. You can also choose from various optional BMW ConnectedDrive* functions, such as BMW preparation for Internet access, or the useful hands-free system. Regardless which of the exclusive equipment options you select, you will find that every detail in the BMW 3 Series Coupé is a source of joy.

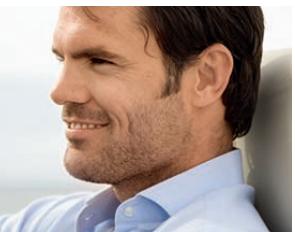
www.bmw.com/ConnectedDrive

* May not be available in all countries. Please consult your BMW partner.

FROM HERE YOU CAN REACH
ANY DESTINATION.

THAT'S HOW BEAUTIFUL HOSPITALITY CAN BE.

Who says that you have to compromise for a sporty look? The two comfortable rear seats leave nothing to be desired. Rear ventilation is available as an option, for added comfort (only in conjunction with the optional automatic air conditioning). A special design element that emphasises the four-seater character of the BMW 3 Series Coupé is the continuous centre console. A cleverly integrated armrest further contributes to the general sense of well-being. So whether you are the driver, front passenger or a rear passenger: in the BMW 3 Series Coupé, you will always feel like you have the best seat in the house.





WELCOME ABOARD.

Get in and enjoy. Quality materials, excellent workmanship and a sporting, elegant design combine to make a supremely stylish interior.

In creating the interior design for the BMW 3 Series Coupé, an important goal was to achieve ideal ergonomics and a perfect look and feel, to make the interior a place that the driver and passengers really enjoy spending time in. Which is why the sophisticated interior equipment delights both the eye and the touch.

A special treatment process ensures that the leather remains soft and supple, while at the same time being extremely durable. By the way, on a BMW seat, the leather is not fully stretched, but retains a little give. It is gathered rather than pulled tight. This makes it more pleasant to the touch. Leather needs a little bit of play in order for its finest qualities to come to the fore. The manmade materials used in the interior are of a particularly high quality as well. With their embossing, grain and coating,

it is almost as though they caress the skin whenever one touches them. The wood trims use wood from sustainable plantations. Their fascinating grain makes every piece an original, as unique as a person's fingerprint.

These are just three examples of the care, perfection and eye for detail that have gone into designing the interior of the BMW 3 Series Coupé. Many other examples could be added to the list. Equipment options for the BMW 3 Series Coupé include the Bamboo Grain Anthracite interior trim. Bamboo, a traditional material people have used for thousands of years, is currently experiencing a revival. In Asia, this fast-growing plant is considered a symbol of long life, friendship and purity. The entire interior design with its harmonious curves creates a generous, spacious feel: an

interior that is marked by sporting elegance and aesthetic appeal as much as by an atmosphere of reassuring comfort.

The image shows BMW Individual equipment. For further information see
www.bmw.com/bmw-individual

① INDIVIDUAL REAR SEATS
offer perfect lateral support and lots of headroom – thanks to their low seating position – for supreme comfort on the rear seats. If required, the rear centre console can optionally be fitted with additional air vents and footwell lights.

② ELECTRIC SEATBELT HANDOVER
moves the seatbelts from the B-pillar to within the driver's and front passenger's reach when the key is in the ignition and the doors have been closed.

③ ACTIVE HEADRESTS
minimise the risk of injury to the neck vertebrae in the event of a rear-end collision.

④ FOLDABLE STORAGE COMPARTMENTS
in the door trims afford plentiful storage space. The compartments have three subdivisions. Their contents cannot be seen from outside.

⑤ SPORT LEATHER STEERING WHEEL
with multifunction buttons enables operation of the radio and telephone without having to take one's hands off the wheel. The steering wheel features a very ergonomic design for perfect grip.

⑥ AMBIENT LIGHTING
provided by hidden light strips in the door and side trim above the armrests is available as an option, spreading warm, indirect light throughout the entire vehicle.



BMW EFFICIENT DYNAMICS – MAKING A LITTLE GO A LONG WAY.

BMW was one of the first manufacturers to pursue the goal of efficient drive technologies as part of its multi-award-winning sustainability strategy. BMW EfficientDynamics, included as standard, is a comprehensive technology package designed to reduce fuel consumption and emissions – while simultaneously enhancing dynamic performance. A winner of many technology awards, it has enabled the BMW Group to reduce the CO₂ emissions of its European new-vehicle fleet by over 30% since 1995. Currently, 64 BMW models¹ emit up to just 140g CO₂/km, with 21 of them producing no more than 120g. The BMW Group intends to achieve a further 25% reduction in CO₂ emissions by 2020.

Different paths to the same destination: unmistakable BMW driving pleasure. Under the umbrella of the BMW EfficientDynamics project, BMW is continuously developing innovative systems that will bring us closer to the long-term goal of emission-free mobility. This BMW initiative for more driving pleasure is based on several pillars:

Technology package. The optimisation of vehicles powered by conventional diesel and petrol engines continues apace. A comprehensive technology package with innovations such as BMW TwinPower Turbo technology, ECO PRO mode or the Auto Start/Stop function enables the reduction of fuel consumption and emissions, while at the same time increasing power output and driving enjoyment. Included as standard in every BMW.

BMW ActiveHybrid. The BMW ActiveHybrid 3, the BMW ActiveHybrid 5 and the BMW ActiveHybrid 7 introduce impressive hybrid powertrain technology to the BMW range. All models combine excellent efficiency with high dynamics thanks to intelligent energy management.

BMW ActiveE. Since 2011, there has been a new type of dynamism on the road: the BMW ActiveE. Powered by electricity alone, it is manufactured in a small production run, as part of a pilot project. In this way, BMW is preparing the way for the emission-free mobility of the future, with a promise: 0% emissions and 100% driving enjoyment.²

BMW Hydrogen. BMW sees hydrogen as a long-term option for emission-free mobility. BMW has been a pioneer in this field since the 1980s, and in 2006 presented a luxury saloon powered by a hydrogen engine: the BMW Hydrogen 7.

BMW i. In line with the BMW EfficientDynamics idea, the BMW i brand is developing visionary new electric vehicle concepts such as the BMW i3 and the BMW i8. These vehicles include existing BMW EfficientDynamics technologies combined with intelligent lightweight design innovations such as the use of carbon. With a focus on sustainability across the entire value-added chain and a range of supporting mobility services, BMW i is redefining individual mobility.



THE BMW EFFICIENT DYNAMICS MEASURES IN THE BMW 3 SERIES COUPÉ AT A GLANCE.

High Precision Injection. This latest-generation petrol direct injection system features injectors located right next to the spark plugs. They inject fuel at high pressure with maximum precision, ensuring particularly efficient combustion.

Valvetronic. The Valvetronic valve control system improves engine response and refinement and helps to reduce fuel consumption considerably. The system provides fully variable valve lift adjustment of the inlet valves.

Auto Start/Stop function. BMW four-cylinder engines with six-speed manual transmission automatically shut down when the vehicle comes to a stop and the driver operates the clutch to shift into neutral. The engine restarts as soon as the clutch pedal is operated again. This innovation significantly reduces fuel consumption, especially in urban traffic.

Tyres with reduced rolling resistance. While driving, tyres are constantly changing shape. This uses up energy and thus fuel. Tyres with reduced rolling resistance minimise the tyre's changes in shape by means of an optimised design and the use of special materials in the tread.

Seven-speed sport automatic transmission with double clutch. This transmission enables lightning-fast gearshifts without any interruption of power. In automatic mode, it provides considerable fuel savings by selecting the ideal gear for each situation with speed and precision (optionally available for the BMW 335i Coupé).

Optimum Shift Indicator. Shifting gears at the right time is one of the easiest and most effective ways to save fuel. This is where the Optimum Shift Indicator used in conjunction with the six-speed manual gearbox comes in. It shows the driver which gear to change to in order to save fuel.

Electric Power Steering. Unlike conventional, hydraulic steering systems, Electric Power Steering only draws power during actual steering movements. When the steering wheel position is constant, the electric motor is inactive.

Brake Energy Regeneration. Brake Energy Regeneration means that the alternator normally only generates electricity when the driver takes his foot off the accelerator or brakes – making productive use of excess kinetic energy to feed the battery.

Some BMW EfficientDynamics features are equipment-dependent and not available for all model variants. Your BMW partner will be pleased to advise you of the relevant equipment details.

¹ As of 03/2013.

² CO₂ emissions caused by the production and supply of fuel or other energy carriers are not included in the calculation of CO₂ emissions.

EVERYTHING REVOLVES AROUND JOY. SEVERAL THOUSAND TIMES PER MINUTE.



The petrol engines. Power, refinement and great revving ability are the hallmarks of every BMW engine. It goes without saying that all the engines available for the BMW 3 Series Coupé were designed in line with our BMW EfficientDynamics philosophy. This unique package of intelligent features reduces fuel consumption while increasing efficiency. So whichever engine you end up selecting, you can already be sure that it will provide you with maximum driving enjoyment and equally great efficiency.

www.bmw.com/3seriescoupe/efficiency

BMW 335i TwinPower Turbo.

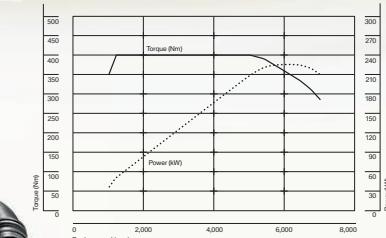
This petrol engine benefits from advanced BMW TwinPower Turbo technology. Unique in the world, this drive concept combines a TwinScroll turbocharger, Valvetronic and High Precision Injection with a BMW six-cylinder in-line petrol engine. The result is an innovative package which saves a considerable amount of fuel while at the same time providing impressive power which, measured against an average fuel consumption of just 8.4 litres¹ per 100km, is among the best in this segment: 225kW (306hp)², a maximum torque of 400Nm available from an extremely low engine speed of 1,200rpm, and acceleration from 0 to 100km/h in just 5.5 seconds.

BMW 330i.

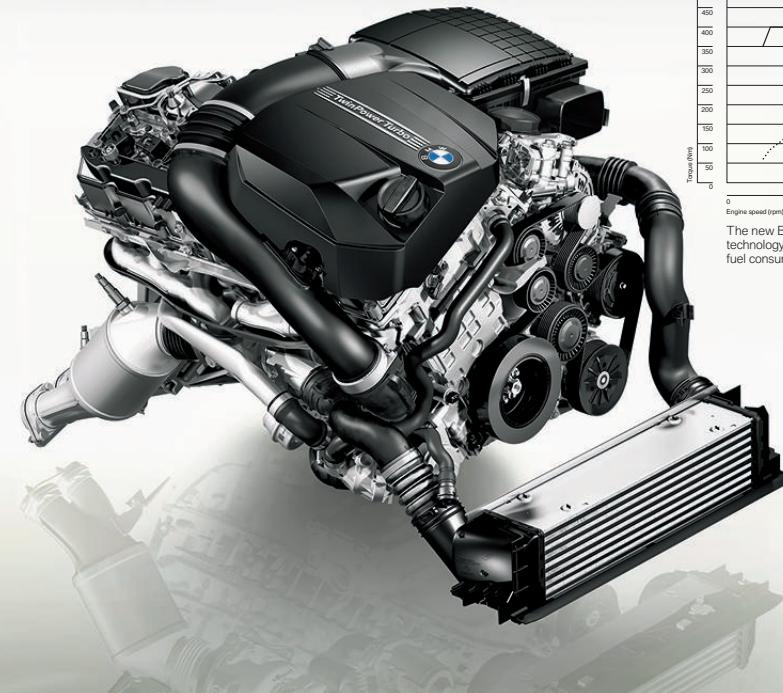
The refined BMW 330i delivers 200kW (272hp)² and is very fuel-efficient. Double-VANOS ensures an ideal torque curve across the entire rev range. Average fuel consumption of this BMW six-cylinder in-line petrol engine: 7.4 litres¹ per 100 kilometres. The car accelerates from 0 to 100km/h in 6.0 seconds and has a top speed of 250km/h (electronically limited). This is another engine which benefits from High Precision Injection.

BMW 325i.

This BMW six-cylinder in-line petrol engine is especially economical. It requires an average of just 7.2 litres¹ per 100 kilometres. 160kW (218hp)² of power ensure outstanding dynamic performance: 0 to 100km/h in 6.7 seconds, and a top speed of 250km/h (electronically limited). Another advantage of this engine is the ride comfort it provides: Double-VANOS distributes torque evenly across all rev ranges, while High Precision Injection adds to the overall refinement.



The new BMW 335i Coupé with TwinPower Turbo technology: maximum output combined with minimum fuel consumption.



BMW 320i.

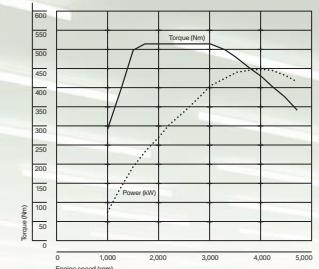
This BMW four-cylinder in-line engine features High Precision Injection technology for astounding efficiency and delivers 125kW (170hp)² with a fuel consumption of just 6.6 litres¹ per 100km. Equipped with Double-VANOS, the lightweight aluminium engine guarantees ideal torque across all engine speeds. Impressive: acceleration from 0 to 100km/h in 8.1 seconds, and a top speed of 230km/h.

BMW 318i.

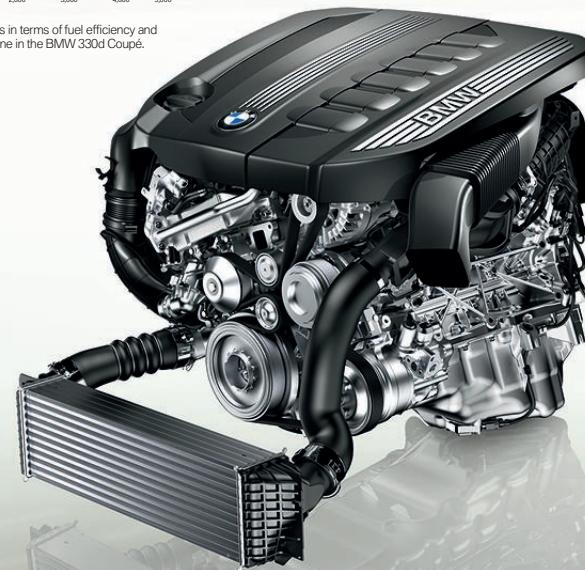
This free-revving BMW four-cylinder petrol engine with High Precision Injection produces 105kW (143hp)², enabling the BMW to sprint from 0 to 100km/h in 9.1 seconds, with a top speed of 210km/h. Fuel efficiency is remarkable, with an average fuel consumption of 6.3 litres¹ per 100km.

The diesel engines.

All the BMW 3 Series Coupé diesel models impress with their refined power and superlative efficiency. State-of-the-art CommonRail technology combines smooth running and efficiency with immediate response and tremendous revving ability. All available variants feature a lightweight aluminium design and come with a maintenance-free particle filter as standard. You have a choice between three BMW six-cylinder in-line engines and one BMW four-cylinder unit.



Setting standards in terms of fuel efficiency and output – the engine in the BMW 330d Coupé.



BMW 330d.

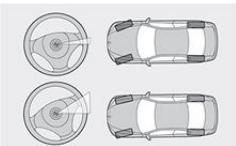
This dynamic BMW six-cylinder in-line diesel engine has a 3.0-litre capacity and provides 180kW (245hp)¹ of power, catapulting the BMW from 0 to 100km/h in just 6.0 seconds. Its maximum torque of 520Nm will thrill you time and again, just like its very modest fuel consumption of just 5.7 litres² of diesel per 100 kilometres.

BMW 325d.

This 3.0-litre engine has output of 150kW (204hp)¹ and 380Nm of torque available from 1,750rpm to 2,750rpm, this BMW four-cylinder diesel engine provides powerful acceleration while using an average of just 4.7 litres² of diesel per 100km. One contributing factor: the Auto Start/Stop function³ in conjunction with the six-speed manual transmission, which turns off the engine whenever it requires no power, e.g. when stopping at a traffic light. Performance figures: 0 to 100km/h in 7.5 seconds, and a top speed of 244km/h. Average fuel consumption is 5.7 litres² of diesel per 100 kilometres.

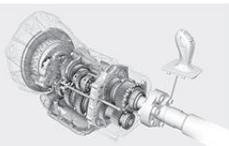


The BMW 3 Series Coupé features a whole host of innovative technologies to help you get the most out of each drive. Together, they ensure that you enjoy maximum driving pleasure, in maximum safety.



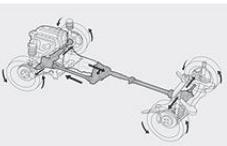
Active Steering.

Every bend is different. That is why the Active Steering system, available as an option for the six-cylinder models¹, adjusts both steering ratio and steering force as a function of road speed. At low speeds – for example when parking – two turns of the steering wheel are enough to go from lock to lock. At higher speeds, the steering wheel must be turned further to achieve the same effect, enhancing stability.



Seven-speed sport automatic transmission with double clutch.

This innovative transmission (optionally available for the BMW 335i Coupé) has two separate clutches for the odd and even gears. When one gear is disengaged, the next one is already engaged – minimising shift times, and maximising precision. So you can accelerate without any interruption of power, just like in a sports car.



xDrive.

The intelligent all-wheel drive in the premium segment: whatever you encounter on the road – leaves, wetness or snow – with the optional and intelligent xDrive all-wheel drive system and Dynamic Stability Control (DSC), your BMW remains stable and safely on track. As soon as xDrive detects any tendency towards understeer or oversteer, based on data such as steering wheel angle and wheel speeds, the system responds with lightning speed. Using an electronically controlled multi-plate clutch, it redistributes drive torque between the front and rear wheels within fractions of a second in order to ensure optimum traction at all times.



Performance Control.

This system is part of xDrive, the BMW all-wheel drive system. It enhances cornering behaviour by means of dynamic engine and brake interventions. Performance Control optimises engine power management by gently braking the inner rear wheel in a bend, while simultaneously increasing drive torque to the outer rear wheel. This enables dynamic cornering with maximum traction.

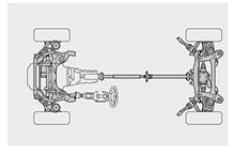


THE FEELING OF DRIVING THE BMW 3 SERIES COUPÉ IS BEYOND DESCRIPTION. ITS TECHNOLOGY ISN'T.



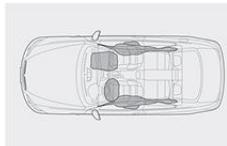
Dynamic Stability Control (DSC).

Highly sensitive sensors track vehicle status on a permanent, practically real-time basis and optimise directional stability and traction as required, via engine and brake management interventions. This makes it easier to control the vehicle in poor conditions, enhancing both safety and driving pleasure.



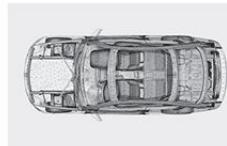
Lightweight chassis.

The almost perfect 50/50 front-rear weight distribution ensures that the BMW 3 Series Coupé stays safely on track, with neutral steering, high directional stability and superb traction. Together, all these systems ensure a level of dynamic performance that offers a very intense driving experience. In addition, the aluminium double-joint trailing-arm front axle increases dynamic ability, while ensuring superb ride comfort.



Airbags.

In a BMW, airbags and other safety features complement each other perfectly. Six airbags offer specific protection: the driver and front passenger airbags, the front-to-rear head airbags, and the front side airbags.



Occupant cell.

The body uses high-strength materials and an optimised structural design to ensure a maximum of passive safety in the event of a front, side or tail-end collision. Thanks to defined deformation zones, the body structure can absorb impact forces, helping to protect the occupants. The active bonnet, meanwhile, is raised automatically in an accident to provide protection to pedestrians.

[www.bmw.com/3seriescoupe/
7speedtransmission](http://www.bmw.com/3seriescoupe/7speedtransmission)



BMW CONNECTED DRIVE – FOR MORE CONVENIENCE, INFOTAINMENT AND SAFETY.



The IT revolution has changed the way we live. For BMW drivers, it has become normal to view their vehicle as another networked component of their lives – they expect to be able to access information on the go, communicate via phone or e-mail, and keep up with the latest news. BMW ConnectedDrive* options ensure that you and your vehicle always remain in touch with the outside world, wherever you are. For a comprehensive overview of the BMW ConnectedDrive range see www.bmw.com/ConnectedDrive

A new era of mobile networking. The BMW Vision ConnectedDrive is a visionary roadster distinguished by an eye-catching, stunning design. Its dynamic, flowing lines lead the eye from the distinctive front and along the elongated bonnet to a unique composition: a synthesis of exterior and interior. Each of the three layers in the interior symbolises one aspect of BMW ConnectedDrive – convenience, infotainment and safety. Related functions and controls are identified by optical wave guides in different colours. Their pulsating light represents the flow of information. For more information on this concept vehicle and other research projects see the new Future Lab.

www.bmw.com/futurelab



Convenience.



"On long journeys, I don't always want to have to look at the speedometer. Not a problem with Active Cruise Control."



Comfort Access, including exterior door handle illumination.
This system allows you to unlock, lock and start your BMW without inserting the key. All you need is the remote control, which transmits an identification signal to the car, in your pocket. Simply touch the door handle or boot lid and the BMW unlocks or locks as required. Similarly, a touch of the Start/Stop button is all it takes to start the engine.

Active Cruise Control.
This option enables comfortable driving at a pre-selected speed. When driving in columns of traffic, your BMW automatically adapts to the speed of the preceding vehicle and uses its radar sensor to maintain a pre-set distance. The braking function ensures that the desired speed is maintained even when travelling downhill (not for four-cylinder models).

Infotainment.



"I used to have to stay late at the office. Today, I just take it along with me. Using the BMW ConnectedDrive Office function."

Bluetooth interface with added functionality (Office).

Use the time you spend on the road even more effectively! Thanks to the optional mobile phone preparation with Bluetooth interface in conjunction with a navigation system and the intelligent integration of selected business mobile phones¹, you can use the Bluetooth connection to show Office functions such as e-mails, dates, tasks or SMS messages on the Control Display while on the move, or have them read out aloud to you via the audio speakers, using the text-to-speech function. And thanks to Bluetooth Audio Streaming, wireless playback of music via selected Bluetooth-enabled devices is not a problem.

AUPEO! personal internet radio.

With the Apps option, an iPhone and the free Personal Radio – AUPEO! app you now have the choice of hearing only what you enjoy listening to. It's customisable internet radio that adapts itself to your musical taste. Choose from over 120 music genres, to access a music library that currently comprises around 1 million songs. Use the "Love" and "Ban" buttons in the Control Display to define your musical preferences. "Love" makes AUPEO! remember a song, and add others like it. "Ban" removes the current song, and tells AUPEO! to avoid similar tracks in future. The result is that after a short time, you will only hear songs that you love.

BMW Connected App.

For the first time, you can now use apps in your BMW. With the Apps option, an iPhone and the free BMW Connected App from the Apple App Store, you're no longer limited to just listening to local radio, your calendar is with you all the time and you're always in contact with your friends. Using the iDrive system, you can easily select web radio stations from around the world. You can also call up the latest status reports from your Facebook or Twitter accounts and view upcoming appointments on the Control Display, or even have them read to you through the audio system's speakers. And that's just the beginning, more functions and apps will follow in the future.

Always well informed with BMW Live:

via internet-based mobile services and service features. The latest news (RSS feeds), weather reports and additional information are transmitted directly to your car. All you need is an active Bluetooth data connection from the mobile phone in your car. Even more functions will be available on the Applications menu in future. You can also personally configure which services you want to use.¹

Safety.



"When I drive at night, this assistant really brightens things up: the BMW High-Beam Assistant."

High-Beam Assistant.

The optional High-Beam Assistant recognises light sources in the car's environment and switches the high beam on and off, according to the traffic situation. When the system is active, an image sensor at the back of the interior mirror monitors the traffic and lighting conditions. Based on these sensor images, the assistant decides whether or not the high beam should be switched on. When it detects vehicles ahead, or finds that ambient light is sufficient, the high beam is switched off again.

MEETING IN THE GREEN HELL.

Loved, hated, feared – the Nürburgring Nordschleife never fails to elicit a response. We joined touring car champion Andy Priaulx for a drive on this legendary track in the BMW 3 Series Coupé.

Despite his three world championship titles (WTCC), Andy Priaulx approaches the Nordschleife with a lot of respect. Jackie Stewart once referred to it as "Green Hell", the trees along its track coalescing to form a continuous green blur. In 2005 Priaulx won the 24-hour race in the BMW M3 GTR, as part of a team of four. "Each time I am here, the Nordschleife presents a different aspect: hot, wet, foggy or snowy – but never boring. Winning here really means something."

Not having any racing experience, sitting next to Andy Priaulx in a 335i Coupé feels like sitting in a real race car. During the twisting Hatzenbach descent, the British driver speaks of the special virtues that each BMW possesses. "Driving any BMW is a very special feeling. The balanced weight distribution makes the vehicle very poised, and the steering tells me exactly what the car is doing at any given time." Even sitting on the passenger seat you can tell that Andy Priaulx and the BMW 3 Series Coupé feel very at home here. The vehicle has the Nürburgring in its genes, so to speak. Since the mid-1960s, BMW engineers have tested every new model here prior to the start of production.

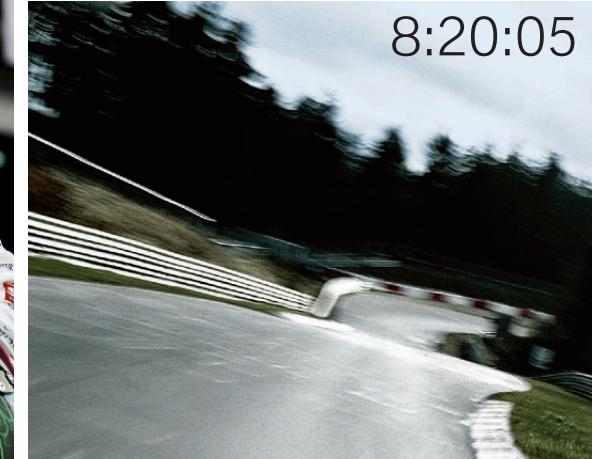
The challenging race track reveals both the sporting prowess and the durability of many parts. BMW was the first manufacturer to establish its own test centre here in 1992.

Although Andy Priaulx usually drives a touring car powered by a high-revving four-cylinder racing engine, he clearly enjoys the BMW TwinPower Turbo six-cylinder in-line petrol unit in the 335i Coupé. "On the long ascent to the 'Bergwerk' section and the 'Hohe Acht', you need every one of the 306hp. No matter which BMW engine you prefer, its combination of power and efficiency guarantees driving pleasure without a bad conscience." Although the supercharged six-cylinder in-line engine has the same power output as its predecessor, BMW engineers have managed to lower its average fuel consumption by up to 0.7litres per 100km. In the twisting bends around the famous "Karussell", Priaulx praises the feeling of safety and confidence that the BMW 3 Series Coupé inspires in the driver. "This applies to the slower, technical passages as much as to the top-speed sections, such as the long finishing straight at 'Döttinger Höhe'."

The BMW 3 Series Coupé and its driver would clearly like to add another lap, but as a passenger, you quickly reach your limit at this kind of speed. Of course, Priaulx's enthusiasm for the BMW 3 Series Coupé and the Nordschleife is infectious. For a small fee, anyone can do a lap here.



The British racing driver Andy Priaulx won the 2005, 2006 and 2007 Touring Car World Championships with BMW Team UK. For us, he tested the new BMW 335i Coupé, powered by a BMW TwinPower Turbo six-cylinder in-line petrol unit, on the Nürburgring.



"EFFICIENT ENGINES ARE A KEY FACTOR IN RACING. BEING ABLE TO REFUEL LATER OR CARRY LESS FUEL IS A HUGE STRATEGIC ADVANTAGE!"

ANDY PRIAULX



The M Sport package. Sporting flair.



□M Sport package: The exterior of this equipment option immediately signals sporting ability. The special Aerodynamics package makes the BMW 3 Series Coupe appear particularly dynamic. The front air dam with its additional air vents for improved brake cooling lends the front section a more powerful look. The tail, too, features a sporty rear apron. The specially tuned M Sport suspension and the optional exterior colour **Mineral White metallic** (shown here) complement the looks to perfection. In the interior, sport seats featuring exclusive cloth/Alcantara upholstery, the M leather steering wheel, Aluminium Glacier Silver dark interior trim and an Anthracite headliner add sporting style. The finishing touches are provided by the M door sill finishers, M footrest and shortened shift lever knob (only in conjunction with manual transmission). The BMW Individual High-gloss Shadow Line finish is included in the package. The Le Mans Blue metallic exterior colour is available exclusively for the M Sport package.



□19" M light alloy wheels Double-spoke 313 M with Ferric Grey metallic paint finish and mixed tyres; 8 J x 19 wheels and 225/35 R 19 tyres at the front, 9 J x 19 wheels and 255/30 R 19 tyres at the rear.



18" M light alloy wheels Star-spoke style 193 M with mixed tyres, 8 J x 18 wheels and 225/40 R 18 tyres at the front, 8.5 J x 18 wheels and 255/35 R 18 tyres at the rear.



M door sill finisher with chrome insert and M logo adds the finishing touch to the M Sport package.



Exclusive Edition.



Exclusivity wins. The special features included in the Exclusive Edition combine to form a vehicle whose appearance is unique. The Mineral Grey metallic paintwork, which is only available for this Edition, together with the chrome-trimmed window frames, chrome kidney grille slats for the four-cylinder models and Oxide Silver exterior mirror finish, makes for plenty of visual appeal, which is reinforced by the 18" light alloy wheels, V-spoke 342, finished in Space Grey metallic. In the interior, Dakota leather upholstery, shown here in Pearl Grey with contrast stitching and matching floor mats with Pearl Grey piping, Bamboo Grain Anthracite interior trim and "Edition" door sill finishers add individual exclusivity.



The Pearl Grey Dakota leather with contrast stitching in Grey creates a very elegant look.



In the Exclusive Edition, the vertical kidney grille slats come with a chrome finish for the four-cylinder models as well. Other distinctive features include the exterior mirror caps in Oxide Silver and 18" V-spoke light alloy rims with a Space Grey paint finish.

M Sport Edition.



An athletic challenge: the M Sport Edition with optional M rear spoiler, sport diffuser for an optimised air flow and M Sport suspension.

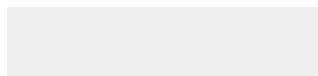


Sportiness wins. The M Sport Edition does not just offer sporting flair, it has the equipment to match: the exclusive Silverstone II metallic paintwork and six additional exterior colours, as well as the modified M Sport package featuring a sport diffuser define the vehicle's powerful appearance. This is complemented by the eye-catching Ferrie Grey 18" M light alloy wheels with Double-spoke styling 313 M and mixed tyres, and black exterior mirror caps. In the interior, the M leather steering wheel and sport seats with black Dakota leather upholstery, including blue contrast stitching and blue piping on the floor mats, create intense sporting appeal. The Aluminium Glacier Silver dark interior trim and numerous other details such as stainless-steel trim on the pedals complement the look to perfection. Desirable from any angle.



The sport seats with black Dakota leather upholstery feature blue contrast stitching and exclusive M piping.

Exterior colours.



Non-metallic 300 Alpine White



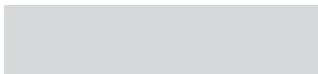
Non-metallic 668 Black



Non-metallic A61 Crimson Red



Metallic 475 Black Sapphire



Metallic 354 Titanium Silver



Metallic A96 Mineral White



Metallic A52 Space Grey



Metallic A82 Vermilion Red



Metallic A76 Deep Sea Blue



Metallic 381 Le Mans Blue^{1,6}



Metallic A92 Orion Silver



Metallic B40 Liquid Blue



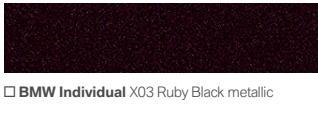
Metallic A29 Silverstone II⁶



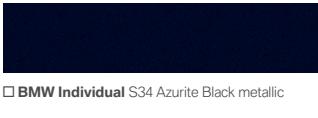
Metallic B39 Mineral Grey⁵



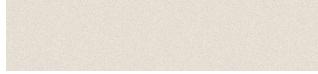
BMW Individual



BMW Individual X03 Ruby Black metallic



BMW Individual S34 Azurite Black metallic



BMW Individual X04 Moonstone metallic



BMW Individual 490 Diopside Black metallic

¹ Only in conjunction with M Sport package.

² Not available in conjunction with sport seats.

³ Only in conjunction with sport seats.

⁴ Saddle Stitch shown is only available in conjunction with sport seats. Standard seats do not feature Saddle Stitch.

⁵ Only available in conjunction with Exclusive Edition.

⁶ Only available in conjunction with M Sport Edition.

⁷ Not available in conjunction with the Editions.

The following pages show the colours and materials available for the BMW 3 Series Coupé. Use them to identify your favourite colours, or compare various combinations. These colour samples are meant to give you a first impression of paints and materials. Experience has shown, however, that printed versions of paint, upholstery and trim colours cannot in all cases faithfully

reproduce the colour appearance of the originals. We therefore recommend that you consult your BMW partner on your preferred colour choices, who will be happy to show you original samples and assist you with special requests.

www.bmw.com/bmw-individual

Upholstery colours.



■ Diagonal cloth AWAT Anthracite²



□ "Pearlpoint" cloth/leather upholstery FHAT Anthracite/Black³



□ Blue Shadow cloth/Alcantara ANAT Anthracite¹



□ Dakota leather LCSW Black



□ Dakota leather LCAD Grey



□ Dakota leather LCCX Oyster



□ Dakota leather LCGE Cream Beige,
with lower part of instrument panel and door panels in Cream Beige



□ Dakota leather LCD1 Coral Red



□ Dakota leather LCD3 Saddle Brown



□ Dakota leather LCNH
Pearl Grey with contrast stitching in Grey⁴



□ Dakota leather LCNM
Black with contrast stitching in White⁵



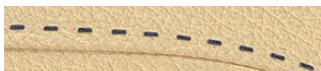
□ Dakota leather LCNL
Black with contrast stitching in Blue⁶



BMW Individual



□ BMW Individual Merino leather ZAC8/Z1XX?
Platinum with Saddle Stitch⁴ in Navy Blue



□ BMW Individual Merino leather ZACM/Z1XX?
Champagne with Saddle Stitch⁴ in Navy Blue



□ BMW Individual Merino leather ZAP2/Z1XX?
Rust Brown with Saddle Stitch⁴ in Dark Spice



□ BMW Individual Merino leather ZAWTI/Z1XX?
Cohiba Brown with Saddle Stitch⁴ in Tan



□ BMW Individual Merino leather Z1XX?
Syrah Blue with Saddle Stitch⁴ in Blue Grey



□ BMW Individual Merino leather Z1XX?
Carneol Red with Saddle Stitch⁴ in Dark Spice

Please note that even normal long or short term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing.

Please note that some interior features, depending on selected upholstery colour, may differ in colour.

Interior colours.



Black, with roofliner in Sky Grey



Cream Beige, with roofliner in Cream Beige

Interior trims.



■ 4CG Satin Silver, matt



□ 4B9 Fine Brushed Aluminium

□ 4WA Aluminium Glacier Silver dark^{1,2,6}

□ 4AT Black, high-gloss



□ 4AB Fine-wood trim Burled Walnut



□ 4A3 Fine-wood trim Walnut light

□ 4BY Fine-wood trim Bamboo Grain Anthracite⁷

BMW Individual

□ BMW Individual interior trim XE2
Maple Wood Anthracite wood trim⁸□ BMW Individual interior trim XE3
Figured Eucalyptus Red Brown wood trim⁸□ BMW Individual interior trim XE8
Piano Finish Black with inlay⁸

Combinations.

Standard/optional equipment.



■ **Xenon Headlights** for low and high beam, including four light rings used as daytime running lights, headlight washing system and automatic headlight range control, provide optimum illumination of the road ahead at night and in poor visibility.

□ **LED light elements** include light rings providing white light, indicators, accent lights and side marker lights for the headlights.

□ **Adaptive Headlights** with variable light distribution, incl. cornering lights, provide better illumination of the road ahead when the car enters a bend. The cornering lights are used in tight corners, at speeds up to 65km/h, and when indicating. They are automatically activated if the automatic driving lights control is switched on. A variable headlight range control system provides additional support in towns and on motorways.



■ **Ornamental front kidney grille** with special surround and kidney grille slats in chrome. All four-cylinder models have the kidney grille slats in black.



□ **BMW Individual high-gloss Shadow Line** has the following features in high-gloss Black: window frames, mirror base and mirror frame (shown here).

□ **Chrome Line Exterior** for window frames (for four-cylinder models).



□ **Interior mirror** with automatic anti-glare function, improves safety and comfort when driving at night. The mirror automatically adjusts in line with the amount of incoming light from following vehicles. This improves rearview visibility and takes away the eye strain from excess glare, enabling drivers to concentrate better at night.

□ **Interior and exterior mirrors** with automatic anti-glare, exterior mirrors with fold-in function.



□ **High-Beam Assistant** supports the driver at night by automatically switching to low beam when there is oncoming traffic or another car ahead, or when the road is sufficiently illuminated.



□ **Rain sensor with automatic driving lights control:** once activated, the rain sensor will automatically switch on the windscreens wipers when it begins to rain, adjusting wiper frequency in line with rainfall intensity. The automatic driving lights control will switch on the low beam automatically at dusk and in tunnels.



■ 16" light alloy wheels V-spoke 360, 7 J x 16, 205/55 R 16 tyres (standard on 318i).



□ 17" light alloy wheels Star-spoke style 157, 8 J x 17, 225/45 R 17 tyres (standard on 320i and 320d).



□ 19" light alloy wheels Star-spoke style 230¹ with mixed tyres, 8 J x 19, 225/35 R 19 tyres at the front, 9 J x 19, 255/30 R 19 tyres at the rear.



□ 17" light alloy wheels V-spoke 338, 8 J x 17, 225/45 R 17 tyres (standard on 330i and 330d).



□ 17" light alloy wheels Star-spoke style 339, 8 J x 17, 225/45 R 17 tyres (standard on 325i and 325d).



□ 17" light alloy wheels Star-spoke style 340 with mixed tyres, 8 J x 17, 225/45 R 17 tyres at the front, 8.5 J x 17, 255/40 R 17 tyres at the rear (standard on 335i).



□ 18" light alloy wheels V-spoke 342 with mixed tyres, 8 J x 18, 225/40 R 18 tyres at the front, 8.5 J x 18, 255/35 R 18 tyres at the rear.



□ 18" light alloy wheels Star-spoke style 189 with mixed tyres, 8 J x 18, 225/40 R 18 tyres at the front, 8.5 J x 18, 255/35 R 18 tyres at the rear.

¹Wheel/tyre combination for an extremely sporty look with restricted suspension and primary comfort.

Standard/optional equipment.



Sport leather steering wheel, three spokes with chrome trim in Pearl Grey and thumb rest, incl. multifunction buttons, gearshift lever with chrome trim and handbrake lever handle in leather.

Steering wheel heating for the sport leather steering wheel provides added comfort at low temperatures. The steering wheel rim can be brought to a pleasant temperature within seconds, at the touch of a button. This prevents the discomfort of cold hands and enables drivers to steer without gloves even in icy conditions.



M leather steering wheel provides excellent grip thanks to its thicker rim. The integrated multifunction buttons can be used to operate the radio, CD player and telephone (if installed) while driving.

M leather steering wheel with paddles and multifunction buttons (not for 318i, only with six-speed automatic transmission or seven-speed DCT for 335i).



Sport leather steering wheel with paddles, without thumb rests, for even sportier gear shifts (not for 318i, only available with six-speed automatic transmission; standard in combination with seven-speed sport automatic transmission with double clutch for 335i).



Start/Stop button for starting the engine. After inserting your ignition key, you can start and stop the engine by pressing this button.



Cruise Control (with additional braking function for the six-cylinder models) stores any desired speed upwards of approx. 30 km/h, shows it on the Info Display and maintains it. After accelerating, the system automatically returns to the previously stored speed. Braking deactivates this function.



Active Cruise Control enables comfortable driving at a pre-selected speed. When driving in columns of traffic, your BMW automatically adapts to the speed of the preceding vehicle and maintains a previously selected distance. In addition, the braking function ensures that the desired speed is not surpassed even when driving downhill (not available for the four-cylinder models).



On-board computer displays information about average speed and fuel consumption, current consumption and range.



Navigation Business, incl. CD drive, iDrive Controller with direct menu control buttons, functional bookmarks, USB/audio interface, voice control, integrated navigation data storage, map or combined arrow and map display and high-resolution 6.5" monitor.



Navigation Professional, incl. DVD drive, iDrive Controller with direct menu control buttons, functional bookmarks, USB/audio interface, voice control, integrated hard disk for audio files and navigation data, 3D map display with satellite images, RTTI* capability and high-resolution 8.8" monitor.



TV function*. The 8.8" display can be used as a TV set while the vehicle is stationary. For reception of terrestrial digital television (DVB-T) channels.



Park Distance Control (PDC)¹, front and rear or rear only, facilitates parking and manoeuvring in tight spaces. An acoustic warning signal is triggered when the car approaches an obstacle. In conjunction with the navigation system, PDC will also provide a visual indication on the Control Display.



Air conditioning system, incl. microfilter and air recirculation switch, ensures comfortable climatic conditions in the vehicle interior at any time of the year; with manual adjustment of air volume and distribution.



Automatic air conditioning, incl. AAR, active carbon filter, fogging and solar sensors, rapidly establishes the desired climatic conditions in the cabin and maintains the selected temperature. With individual temperature control at the front (left/right), incl. rear cabin ventilation and air conditioning.



Radio BMW Business CD, 4-channel amplifier, aerial diversity, scan function, CD drive, MP3 decoder, automatic volume control, five loudspeakers (four treble speakers plus a central bass under the driver's seat).



Radio BMW Professional, same features as BMW Business CD, plus two-line display for expanded representation of telephone numbers, names and audio/MP3 titles.

DAB tuner offers a large selection of digital radio stations, with reception in perfect sound quality across the entire broadcast area; supports DAB+.

* May not be available in all countries. Please consult your BMW partner.

¹ Shown here with the 8.8" display of the optional Navigation Professional.

Standard/optional equipment.



Harman Kardon Surround Sound System (multichannel-capable) provides truly outstanding sound. 420W output power, 13 loudspeakers and the surround function create a luxurious soundscape all around you.



BMW Individual High-End Audio System features 825W of output power and 16 high-end speakers to create a listening experience that is on a par with a live concert. It includes a digital 9-channel amplifier and a digital sound processor (available for the six-cylinder models).



AUX-IN port for an external audio device, such as an MP3 player.
 USB/audio interface for USB stick or MP3 player (music interface for smartphones available as an upgrade). Included with Navigation Business and Professional, preparation for mobile phone and hands-free equipment.



Non-smoker's package, with open storage tray for depositing small items such as keys or a mobile phone.



Preparation for mobile phone with USB interface¹, including hands-free equipment and USB/audio interface, with connection of selected mobile phones via Bluetooth.
 Apps* enable the integration of iPhone applications. This includes access to services such as Facebook, Twitter and Internet radio (for further information on this equipment option see page 40).



Storage compartment, integrated in the door trim, fold-out design, with special sections for storing spectacles and coins.



Storage compartment package with luggage nets on the front seat backrests, storage compartment next to the steering column, fold-out cup holders above the glove compartment, two cup holders in the rear centre armrest, plus storage nets, bag holders and an elastic strap in the luggage compartment.



Six-speed automatic transmission uses Adaptive Transmission Management (ATM) to adjust to the driver's requirements. The best possible gear is selected according to the driving situation and the driver's acceleration and braking behaviour. The S sport mode allows for a sporty driving style. Gears can be selected manually via Steptronic by moving the selector lever backwards or forwards – without having to press a clutch pedal. This transmission also enables faster gearshifts and optimised fuel consumption (not available for 318i and 335i).

Six-speed manual transmission for a very sporty drive. Smooth, with perfect ratios and precise, short-throw gearshifts. The reduced spacing of gear ratios means that you can make even more individual use of the engine's power (not available for the 335d).

Seven-speed sport automatic transmission with double clutch and gearshift paddles on the steering wheel for exceptionally fast gear changes without interruption of power, ensuring top dynamic performance and optimised fuel efficiency (available for the 335i).



Lumbar support for driver and front passenger seat, electrically adjustable in height and depth for an ergonomically sound seating position and good back muscle support.



Electric seat adjustment, for driver and front passenger, with electric adjustment of seat height, backrest, fore/aft position and seat angle, plus memory function for driver's seat and exterior mirrors (incl. automatic parking function). Two personalised settings can be stored for the driver's seat and exterior mirrors (standard for the 330i, 335i and 330d).



Lights package with vicinity lights in the door handles, exit lights at the bottom of the doors, footwell lights at the rear plus ambient interior light (shown here) through light strips in the door and side trim.

¹ Please see www.bmw.com/bluetooth for information on recommended mobile phone models.

* May not be available in all countries. Please consult your BMW partner.

Standard/optional equipment.



Seat heating for driver and front passenger seat in seat surface, sides and backrest, providing a pleasant temperature soon after activation and improving the occupants' wellbeing by warming the back muscles (shown here in conjunction with air conditioning).



Electric seat belt handover for the driver and front passenger facilitates reaching for the seat belt after entering the car, regardless of seat position and backrest angle. The seat occupation detector on the passenger side ensures that the belt handover arm is only activated if the seat is occupied.



Armrest at the front, folding, with integrated storage compartment.

Armrest at the front, divided into two separate parts. The driver's armrest can be adjusted forwards or backwards without reducing the volume of the integrated storage compartment (shown here).



Standard seats for driver and front passenger in the 325i and 325d, partially electrically adjustable (shown here with optional Dakota leather). Electrically adjustable seat height and backrest, manually adjustable for fore/aft position and seat angle on the driver's side (partly electric seat adjustment optional for four-cylinder models).



Sport seats¹ for driver and front passenger. Optimum lateral support through infinitely variable electric backrest width adjustment ensures even greater driving enjoyment – especially in fast corners and on twisting roads. Seat height, backrest, seat angle and thigh support are individually adjustable; the slightly firmer upholstery supports sporty driving, and the more pronounced side bolsters provide additional body support for the hips and shoulders (standard on 335i).



Glass roof, electric, with slide and tilt function, lets in fresh air and provides a cheerful, light-flooded ambience in the interior – even with the glass roof closed. The amount of incoming light can be adjusted via the floating headliner.



Sunblind for rear window, electric, deflects intense sunlight and provides effective protection from prying eyes.



Rear backrest, with asymmetric 60:40-split. Each section can be folded down separately.



Trailer tow hitch, including trailer stability control, with electric unlocking via a button in the luggage compartment. If the trailer hitch is not needed, it can be folded away manually.



Alarm system with radio remote control, anti-theft device and electronic immobiliser (standard) for effective protection. In the event of an attempted break-in or unauthorised transport of the vehicle, the alarm system emits acoustic signals and simultaneously switches on the hazard warning lights.



Comfort access system, incl. vicinity lighting integrated into the exterior door handles. Enables opening, starting and locking your BMW without a key. You only need to have the remote control on you, e.g. in your jacket pocket. Touching the exterior door handles or the tailgate establishes a radio connection between the vehicle and the remote control unit, and the central locking opens the car upon successful verification of identity. In addition, the engine can be started without the need for a key, by using the Start/Stop button.



Ski bag for clean and safe transportation of up to four pairs of skis with up to four people on board. If the ski bag is not required, it can be tucked away out of sight.



BMW Service Inclusive*. A one-off payment covers the costs, including Original BMW Parts, of an extensive range of maintenance and wear-and-tear services carried out by participating BMW Service partners worldwide. For more information, see www.bmw.com/serviceinclusive

¹ Only available with optional upholstery.

* This service may vary by country.

Original BMW Accessories*.



Stainless-steel pedals and door sill finishers, illuminated, City foot mats.



Rear spoiler in vehicle colour for an extra touch of sportiness.



Snap-in adapter for hands-free phone use.

A BMW always delivers a special drive – and Original BMW Accessories make the experience better still. Combining great ideas, immaculate design and sheer practicality to create innovative solutions, Original BMW Accessories are available in many categories: exterior, interior, communications & information and transport & luggage compartment solutions. Your BMW Service Partner will be happy to advise you on the complete range of Original BMW Accessories and provide you with a dedicated catalogue. For further information at any time, please visit

www.bmw.com/accessories

* May not be available in all countries. Please consult your BMW partner.

BMW Individual.



THE MOST EXCLUSIVE WAY TO DRIVE A BMW.

True exclusivity is defined by the very highest standards: those that each person sets for themselves. BMW Individual enables you to realise these standards in the car you drive. With a BMW Individual 3 Series Coupé in which all individual details complement each other perfectly.

Take the BMW Individual Moonstone metallic paint finish: its degree of light refraction is only surpassed by that of a diamond. Its scintillating hues are perfectly offset by the velvety, natural-quality BMW Individual Merino leather in Platinum.

The finishing touches are provided by the BMW Individual Maple wood Anthracite interior trim with its unique wavy grain. Let yourself be inspired by the BMW Individual range described on the following pages. For an overview of BMW Individual colours and materials, please refer to pages 48–51.



Experience BMW Individual interactive.
With the BMW Individual iPad app.

Extended Merino leather in Platinum, with Maple wood Anthracite
wood trim.

BMW Individual Moonstone metallic paint finish.



BMW Individual.

VERSATILITY HAS NEVER BEEN SO UNIQUE.

BMW Individual offers exclusive equipment to take driving enjoyment to a new level. This includes unique colours and materials that are perfectly tailored to drivers' wishes. The exterior paint colours feature an intriguing iridescent effect. In the interior, top-quality leather and exclusive wood grains create an unmistakeable ambience. Innovative technologies ensure optimum comfort. The end result is a unique automobile.

BMW Individual exterior colours: a shade more brilliant. Several thousand shades, in fact.

BMW Individual paint finishes are unique. What sets them apart from standard exterior colours is their intriguing iridescence. Special pigments create a fascinating interplay of colours below the paint surface, lending the paint finish an extraordinary brilliance and intensity.

BMW Individual leather: true exclusivity is a tangible phenomenon.

BMW Individual Merino leather does not just look enticingly soft and velvety; it also feels incredibly sumptuous. Its secret lies in our painstaking selection process: only absolutely flawless hides are approved for use. As a result, these premium leathers do not require any surface treatment. And by leaving the leather in its natural state, it retains its breathable, porous structure, remaining soft and supple. All leather colours are designed to match the BMW Individual paint finishes to perfection, so the car's interior will harmoniously complement the exterior.

BMW Individual interior trims: top-class craftsmanship for the finishing touch in the cabin.

BMW Individual wood trims have a magic all their own. They make our cars' interiors very special indeed, with exclusive grain characteristics and colours that are second to none. A strict selection process and perfect finishing ensure excellent quality. Superior craftsmanship is also an essential factor in creating our Piano Finish Black interior trim. Its brilliant, high-gloss surface is matched only by the world's leading piano makers.

BMW Individual High-End Audio System. For perfect listening enjoyment.

The BMW Individual High-End Audio System creates a listening experience on a par with a concert hall, using exceptionally powerful speakers with extremely stiff Hexacone membranes. Optimum positioning of the 16 high-end speakers in the vehicle and unique signal processing thanks to the 9-channel amplifier with DIRAC Live technology further enhance sound quality, eliminating sound impurities and minimising sound reflections. Interior-specific equalizing and speed-dependent volume control ensure supreme HiFi enjoyment.

BMW Individual Azurite Black metallic paint finish.



19" light alloy wheels, V-spoke 228 I.



BMW Individual	XC4 BMW Individual Composition ³
ind/490 BMW Individual paint finish	Option ZA BMW Individual extended Merino leather trim, or Option Z1XX BMW Individual full Merino leather trim
Option ZA/Z1XX BMW Individual extended Merino leather trim. Features BMW Individual Merino leather on front and rear seats including headrests, rear of seat backrest, inserts in door trims, complete door pull handles, door/side armrests and centre console armrest. Handbrake lever and gearshift/selector lever gaiters in Walknappa leather Black.	Option XE BMW Individual interior trim
Option Z1XX BMW Individual full Merino leather trim. Features BMW Individual Merino leather on front and rear seats including headrests, rear of seat backrests, complete door trims, complete door pull handles, map pockets in doors, door armrests and centre console armrest, centre console sides, lower section of instrument panel, handbrake lever and gearshift/selector lever gaiters. Upper-arm trim panels in Walknappa leather Black. Soft-finish trim, lower section of instrument panel and rear centre console in BMW Individual upholstery colour.	Option 775 BMW Individual headliner Anthracite
Option XE BMW Individual interior trim	Option XL1 BMW Individual wood ring insert, or Option 940 leather intarsia for leather steering wheel ^{1,2,3}
Option XL1 BMW Individual wood ring insert, or Option 940 leather intarsia for leather steering wheel ^{1,2,3}	Option 778 Door sill finishers with BMW Individual designation
Option 775 BMW Individual headliner Anthracite	
Option 778 door sill finishers with BMW Individual designation ³	
Option 752 BMW Individual High-End Audio System ⁴	
Option 760 BMW Individual high-gloss Shadow Line	
Option 2M8 19" BMW Individual light alloy wheels, V-spoke 228 I with mixed tyres	

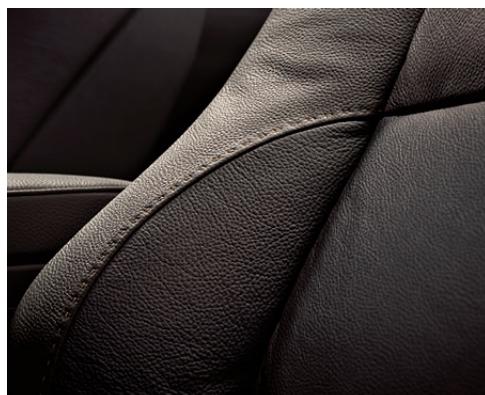
Your BMW partner will be pleased to show you original samples of BMW Individual colours and materials. For further ideas on how to personalise your BMW 3 Series Coupé, see our website:

www.bmw.com/bmw-individual

BMW Individual wood ring insert for leather steering wheel.



Merino leather Cohiba Brown with Saddle Stitch in Tan.



¹ Not in combination with Option 248 "Steering wheel heating".

² Only in combination with Option 255 "Sport leather steering wheel" or with Option 2XA "Sport leather steering wheel with gearshift paddles" and BMW Individual interior trim.

³ Not in combination with Option 337 "M Sport package", nor with Option 710 "M leather steering wheel" or Option 7XA "M leather steering wheel with gearshift paddles".

⁴ Available for six-cylinder models.

	318i	320i	325i 325i xDrive	330i 330i xDrive	335i 335i xDrive	320d 320d xDrive	325d	330d 330d xDrive
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Weight

Unladen EU ¹	kg	1455	1460 [1475]	1505 [1535]	1550 [1565]	1600 [1615]	1495 [1505]	1595 [1610]	1600 [1615]
Unladen EU ¹ (xDrive)	kg	—	—	1605 [1625]	1640 [1655]	1680 [1695]	1590 [1605]	—	1700 [1715]
Max. permissible	kg	1830	1835 [1850]	1910 [1940]	1955 [1970]	2005 [2020]	1900 [1910]	2000 [2015]	2005 [2020]
Max. permissible (xDrive)	kg	—	—	2010 [2030]	2045 [2060]	2085 [2100]	1995 [2010]	—	2105 [2120]
Permitted load	kg	450	450	480	480	480	480	480	480
Permitted axle load, front/rear	kg	855/1020	880/1025	905/1060	930/1080	960/1090	900/1050	960/1090	970/1100
Permitted axle load, front/rear (xDrive)	kg	—	—	1000/1080	1015/1100	1035/1110	970/1080	—	1035/1100
Permitted roof load	kg	75	75	75	75	75	75	75	75
Permitted trailer load, unbraked ²	kg	695	695	745	750	750	745	750	750
Permitted trailer load, braked, max. 12% gradient ²	kg	1250	1400 [1500]	1600	1700	1700	1600	1800	1800
Permitted trailer load, braked, max. 8% gradient ²	kg	1600	1600	1700	1800	1800	1800	1800	1800
Permitted towbar download	kg	75	75	75	75	75	75	75	75

Engine^{3,4}

Cylinders/valves	4/4	4/4	6/4	6/4	6/4	4/4	6/4	6/4	
Capacity	cc	1995	1995	2996	2996	2979	1995	2993	2993
Stroke/bore	mm	90.0/84.0	90.0/84.0	88.0/85.0	88.0/85.0	89.6/84.0	90.0/84.0	90.0/84.0	90.0/84.0
Max. output	kW/rpm	105/6000	125/6700	160/6100	200/6700	225/5800	135/4000	150/3750	180/4000
(hp/rpm)	(143/6000)	(170/6700)	(218/6100)	(272/6700)	(306/5800)	(184/4000)	(204/3750)	(245/4000)	
Max. torque	Nm/rpm	190/4250	210/4250	270/400-4200	320/2750-3000	400/200-5000	380/1750-2750	430/1750-2750	520/1750-3000
Compression ratio	:1	12.0	12.0	12.0	12.0	10.2	16.5	16.5	16.5

Transmission

Standard transmission ratios	V/II:1	4.32/2.46	4.32/2.46	4.32/2.46	4.35/2.50	4.11/2.32	4.11/2.25	5.08/2.80	5.08/2.80
	III/IV:1	1.66/1.23	1.66/1.23	1.66/1.23	1.67/1.23	1.54/1.18	1.40/1.0	1.78/1.26	1.78/1.26
	V/VII:R1	1.0/0.85/3.94	1.0/0.85/3.94	1.0/0.85/3.94	1.0/0.85/3.93	1.0/0.85/3.73	0.80/0.66/3.73	1.0/0.84/4.61	1.0/0.84/4.61
Final drive ratio	:1	3.39	3.64	3.07	3.15	3.08	3.15	2.35	2.35
Final drive ratio (xDrive)	:1	—	—	3.07	3.15	3.08	3.23	—	2.47

Performance

Top speed	km/h	210	230 [228]	250 ^c [250 ^c]	250 ^c [250 ^c]	250 ^c [250 ^c]	237 [235]	244 [242]	250 ^c [250 ^c]
Top speed (xDrive)	km/h	—	—	246 [244]	250 ^c [250 ^c]	250 ^c [250 ^c]	232 [230]	—	250 ^c [250 ^c]
Acceleration 0–100km/h	sec	9.1	8.1 [8.8]	6.7 [7.1]	6.0 [6.2]	5.5 [5.4]	7.5 [7.6]	6.9 [7.1]	6.0 [6.1]
Acceleration 0–100km/h (xDrive)	sec	—	—	7.2 [7.6]	6.1 [6.3]	5.3 [5.4]	7.8 [7.9]	—	5.8 [5.9]
Acceleration 80–120km/h in 4th/5th gear (with standard transmission)	sec	9.4/12.4	8.1/10.4	7.3/9.1	6.1/7.6	5.2/6.2	5.9/7.5	5.8/7.4	4.7/6.0
Acceleration 80–120km/h in 4th/5th gear (xDrive)	sec	—	—	8.2/10.1	6.9/8.9	5.8/7.0	6.1/7.9	—	5.0/6.4

Fuel consumption^{3,4}

Urban	l/100km	8.1	8.6 [9.3]	9.8 [10.0]	10.0 [10.2]	12.0 [11.8]	5.9 [6.8]	7.3 [7.9]	7.3 [8.0]
Urban (xDrive)	l/100km	—	—	11.0 [11.1]	11.1 [11.2]	12.4 [13.1]	6.4 [7.2]	—	8.3 [8.8]
Extra-urban	l/100km	5.3	5.4 [5.3]	5.7 [5.9]	5.9 [5.9]	6.3 [6.4]	4.0 [4.4]	4.8 [5.1]	4.8 [5.2]
Extra-urban (xDrive)	l/100km	—	—	6.4 [6.5]	6.5 [6.6]	6.7 [6.8]	4.5 [4.8]	—	5.5 [5.7]
Combined	l/100km	6.3	6.6 [6.8]	7.2 [7.4]	7.4 [7.5]	8.4 [8.4]	4.7 [5.3]	5.7 [6.1]	5.7 [6.2]
Combined (xDrive)	l/100km	—	—	8.1 [8.2]	8.2 [8.3]	8.8 [9.1]	5.2 [5.7]	—	6.5 [6.8]

	318i	320i	325i 325i xDrive	330i 330i xDrive	335i 335i xDrive	320d 320d xDrive	325d	330d 330d xDrive
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Fuel consumption^{3,4}

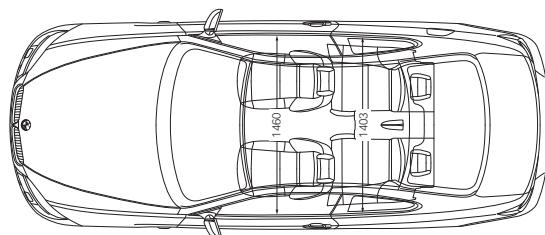
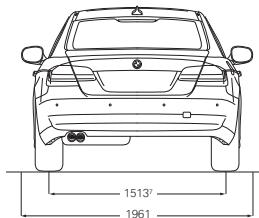
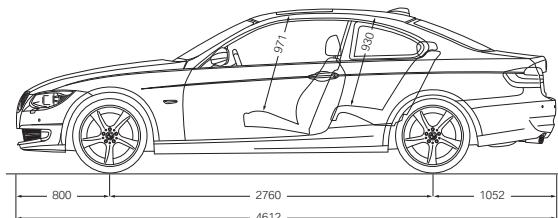
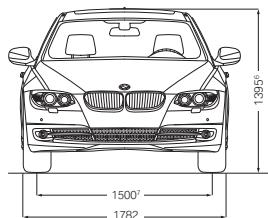
CO ₂ emissions	g/km	146	154 [159]	168 [174]	173 [175]	196 [196]	125 [140]	151 [160]	152 [164]
CO ₂ emissions (xDrive)	g/km	—	—	188 [192]	191 [193]	205 [212]	137 [150]	—	171 [178]
Tank capacity, approx.	l	63	63	63	63	63	61	61	61

Wheels

Tyre dimensions	front/rear	205/55 R 16 H	225/45 R 17 V	225/45 R 17 W	225/45 R 17 W	225/45 R 17 W	225/45 R 17 V	225/45 R 17 W	225/45 R 17 W
Wheel dimensions	front/rear	7 J x 16	8 J x 17	8 J x 17	8 J x 17	8/8.5 J x 17	8 J x 17	8 J x 17	8 J x 17
Material		light alloy							

Electrical system

Battery capacity	Ah	80	80 [70]	80	80	80	90 [80] ^a	90	90
Alternator output	A	180	180	155 [180] ^b	155 [180] ^b	180	180	180	180
	W	2520	2520	2170 [2520] ^b	2170 [2520] ^b	2520	2520	2520	2520



All dimensions in the technical drawings in millimetres.
Luggage compartment capacity 440 litres, 335i: 430 litres.

¹ The figure quoted is based on a 90% full tank, 68kg for the driver and 7kg for luggage. Unladen weight applies to vehicles with standard equipment. Optional equipment may increase this figure.

² The overall weight of the trailer may not exceed the maximum permissible trailer load, taking into account the maximum permissible towbar download. Values differ for xDrive models.

³ BMW recommends the use of RON 95 super unleaded petrol. Unleaded RON 91 and higher with a maximum ethanol content of 10% (E10) may also be used for 335i/335i xDrive; minimum RON 95. Output and consumption figures apply to RON 98 fuel.

⁴ All engines comply with the EU5 emissions standard. Fuel consumption is calculated on the basis of the ECE driving cycle. This is made up of approximately one-third urban and two-thirds extra-urban driving (based on distance covered). In addition to fuel consumption, CO₂ emissions

are measured. Optional equipment may increase these figures. For further information on fuel consumption and CO₂ emissions please contact your BMW partner.

^a Electronically limited.

^b Height of the 335i is 1,375mm.

^c Rear track width of the 335i is 1,507mm. Track width of the 318i is 1,506mm at the front, and 1,519mm at the rear.

^d Values also apply to xDrive models.

Figures in [] apply to models with six-speed automatic transmission Steptronic or seven-speed sport automatic transmission with double clutch (335i).

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